Royal Devon University Healthcare NHS Foundation Trust

JOB DESCRIPTION

JOB DETAILS	
Job Title	Marcomms Manager HRC & Sustainability
Reports to	Head of Marketing
Band	Band 7
Department/Directorate	Strategy

JOB PURPOSE

- To develop and deliver marketing plans for the newly formed HealthTech Research Centre in sustainable technology (HRC) in line with the HRC strategy and operating plans. The postholder will be responsible for analysing the market, developing marketing channels and delivering marketing communications campaigns targeted at HealthTech development companies, partner organisations and funding organisations.
- Working with the Head of Marketing, Chief Operating Officer of the HRC, clinical staff and the Director of Business Development, the post holder will conduct primary and secondary research that provides insights into the market for HealthTech research. They will use this information to help to shape our offering to potential business partners, to identify value propositions that inform marketing and communications campaigns.
- The post holder will work with colleagues in the HRC to plan marketing campaigns that support business development objectives. They will take the lead in planning all elements of the campaigns from identifying the target audience, defining the best channels, developing messaging and supporting delivery and evaluation.
- The post holder will also be responsible for the development and delivery of communications plans that support the Royal Devon's sustainability strategy.
- A key requirement of the role will be the ability to write concise and accurate copy for brochures, advertising, information packs, press releases, websites and social media for a variety of audiences. They will also be familiar with all formats of social media and comfortable with using a CMS. Experience of design software and the design process would also be beneficial.
- The post holder will also be an integral part of the wider Communications, Engagement and Marketing team, providing leadership and guidance to the wider team on the application of marketing practice.
- This role is suited to a skilled marketing professional who is organised, creative, proactive and excited to make a real difference to the Trust, transforming our approach along the way.

KEY RESULT AREAS/PRINCIPAL DUTIES AND RESPONSIBILITIES

1. **Strategic support**

The Marketing Manager is responsible for supporting the HRC COO, the Royal Devon Head of Marketing and the Royal Devon Director of Business development in using the HRC and the Trust's existing marketing, communication and engagement channels in providing accurate, timely, clear, efficient, communications, ensuring all engagement activities are conducted using a range of recognised channels and methods.

Specifically:

- Leading the development, delivery and evaluation of marketing communication campaigns.
- Delivering timely updates on progress, capacity and outcomes
- Ensure a regular review of campaigns and make appropriate revisions based on performance and feedback.
- Horizon scan national and regional publications and social media and feed back into the organisation about schemes and initiatives to support service and quality improvement, connecting with people who can help support change

- Ensure all staff and stakeholders receive a positive and balanced view of the Trust and the HRC through delivery of a proactive and innovative approach to communications and marketing.
- Drive the continuous development of marketing communications channels, maximising the use of digital and social media technology so that all target audiences (incl staff) can interact positively with the HRC and Trust.
- Support the development of our Trust and HRC brand through the identification and embedding of Trust values and behaviours in all aspects of operations/delivery/service provision.
- Respond to media issues and ensure effective relationships and the best usage of opportunities.
- Evaluate all marketing communication and engagement activities.
- Lead the development of creative ideas and campaigns which inspire and engage stakeholders.
- Develop partnership marketing and channels in line with the University of Exeter (UoE) and the NIHR.

2. <u>Marketing and communications planning</u>

Developing comprehensive marketing and communications plans to support the unique requirements of the HRC and the Royal Devon sustainability programmes as they progress through their milestones/phases. Specifically:

- Develop M&C plans which set out purpose, objectives, key messages, approach, segmented audiences, tactics, milestones and evaluation.
- Ensure the plans are in Trust templates and are developed using modern and appropriate evidence-based marketing and communications practices.
- Ensure M&C plans are inclusive and enable representative and wide engagement with interested bodies.
- Ensure sign off of all M&C plans and that the review and evaluation phases incorporate feedback from the key stakeholders and use feedback to continuously improve the approach.

3. <u>Stakeholder relations and engagement</u>

Support an effective marketing and communications programme with all stakeholders including external third parties, tech startups, other HRCs, partner organisations such as Health Innovation Network, NIHR, UoE, BRC as well as third parties related to sustainability and the Trust Green Plan such as suppliers and internal staff. Specifically:

- Support communication and marketing with staff, services and potential business partners. Support the HRC and sustainability team members to ensure their feedback, expertise and insight is used to inform and develop our plans.
- Support appropriate communication and marketing; the Integrated Care System, key NHS organisations, partner organisations, HealthTech organisations and community/political representatives where appropriate.
- Support the promotion of public, patient and stakeholder engagement in the work of the Trust and the HRC and develop efficient forms of two-way communication throughout the healthcare organisation and beyond.
- Organise engagement activities and research to ensure the organisation understands the perceptions held by all target audiences. Think innovatively about engagement methods, recognising the learning from recent developments in technology and sustainability.
- Ensure a professional approach with medical and business teams /members of the public who contact the marketing team.
- Evaluate and plan targeted marketing and communications with stakeholders which meets the needs of the organisation.
- Maintain and protect the reputation of the NHS organisation by delivering high quality marketing and communications to external and internal stakeholders. Identify and promote opportunities to increase confidence in the Trust and to support desired positioning.
- Ensure that systems and processes are in place to ensure that the feedback from the clinical teams and candidates is valued and actioned by the organisation and opportunities are provided for the target audience to influence the marketing services they receive.

4. Public relations

- Ensure all communications and marketing aligns to the corporate communications and the HRC branding requirements.
- Ensure that in communicating we always take account of the diverse needs of our audience (for example, making sure we use clear language; recognising the needs of people whose first language is not English, or who are partially sighted).
- Deal with a range of highly complex and/or sensitive situations where a high level of communication is necessary, imparting such information in possible emotive atmospheres often against barriers to acceptance i.e. presenting information about market research and effective marketing to clinical teams who have their own sometimes alternate views.
- Support the Head of Marketing in ensuring our public relations and marketing activities enhance and protect the reputation of the Trust and wider NHS brand within the context of a communications and marketing strategy.
- Contributing towards the management and development of communications channels, including:
    - Website
    - Intranet
    - Social media
    - Newsletters
    - Partners
- Commission, research, write, edit, proof-read and co-ordinate internal and external publications, media materials, reports and presentations. This includes commissioning and project managing designers and printing companies in accordance with the Trust's purchasing policy as required.
- Work hard to ensure that the majority of marketing and communications are proactive, as opposed to reactive. This will involve skills in internal networking, identifying issues and escalating the requirement to respond as well as recommending and planning the approach taken.
- Contribute content on the Trust's public website to ensure information is up-to-date, relevant and easily accessible to all. Work with key user groups to develop and maintain content on the site.
- Plan and co-ordinate publicity and creative campaigns working, when necessary, with partner organisations such as the stakeholders, partnering organisations and Local Authorities.
- Oversee the production of a range of publications, both electronic and printed, including leaflets, newsletters and promotional materials. Ensure copy is appropriate and accessible for different audiences, and manage design and production processes to ensure materials are of a high standard.
- Create and manage innovative and creative marketing communications campaigns.

5. Media relations

- To ensure that media activity, both proactive and reactive, supports the delivery of the marketing communications strategies and that media coverage accurately reflects activity.
- Support positive working relationships with key journalists.
- Advise and assist the HRC team, senior managers and clinicians on their approach to responding to media enquiries. Act as media spokesperson when required. Prepare, write, issue and record media releases and responses.
- Actively sell in media stories where possible to ensure maximum coverage and exposure.

6. Internal Communications

- Align all communications to existing internal communications channels
- Support the wider teams in ensuring internal comms is relevant, timely, accessible and engaging
- Build strong relationships with leaders at all levels within the Trust to gain active buy-in from staff for marketing communications objectives, and support these leaders in developing and implementing marketing communications plans
- Provide professional marketing advice to Trust sub-committees and groups as required

Ensure effectiveness of internal communications systems, including supporting the timely production/organisation of staff briefings, bulletins and newsletters

7. **Event management**

- Arranging and/or supporting staff in the planning and delivery of events, including the development and delivery of graphics (via our inhouse graphics team) and materials.
- Attending events to talk to candidates and gather first hand research.
- Think innovatively about alternative approaches to events, recognising learning from the pandemic.

KEY WORKING RELATIONSHIPS

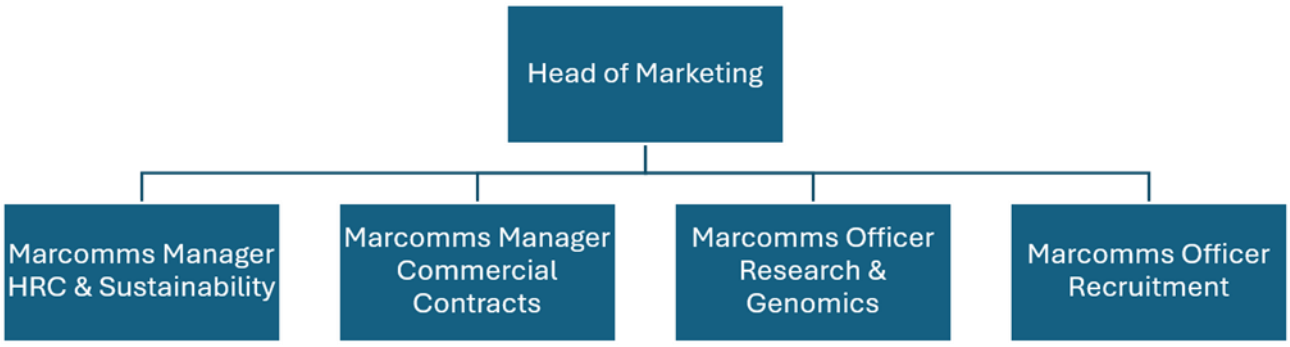
Although this role sits within one directorate, day to day activities will span external organisations as well as all directorates internally.

The post holder is required to deal effectively with staff of all levels throughout the Trust, the wider Healthcare community, external organisations and the public. This will include verbal, written and electronic media.

Of particular importance are working relationships with:

Internal to the Trust	External to the Trust
• COO of the HRC • Director of Business Development • Head of Marketing • Head of Communications • Director of Strategy • Executive Directors • Non-Executive Directors and Chair • Senior Leaders • Heads of Departments and Senior Managers • Lead clinicians of the HRC • Wider marketing, communications and engagement team. • All Trust staff	• Media (local, regional, national, specialist) • Members of the public • Candidates • Partner organisations • Volunteers • Organisations that are customers or partners. • Funders • Providers – design & marketing agencies, web agencies, print suppliers.

ORGANISATIONAL CHART



FREEDOM TO ACT

The post holder works to broad occupational policies when supporting the marketing team, HRC, Trust and wider communications and engagement team to achieve strategic and operational objectives.

The post holder will be required to work independently and manage their own extremely varied workload with the ability to prioritise work effectively with an understanding of the bigger picture and the role of their work in wider projects.

The post holder is a marketing and communications specialist and uses these principles to assess upcoming queries and events which could impact on the Trust's and HRC's reputation, its ability to demonstrate accountability and service delivery. This includes networking at community levels, timing announcements to gain maximum impact and ensuring that proactive marketing communication activities are the norm, and reactive reduced where possible.

COMMUNICATION/RELATIONSHIP SKILLS

The post holder will be expected to provide marketing, communications, and reputational management advice and training to the HRC and clinical teams and other senior managers and clinicians.
They will act as a marketing and communications link between the Trust (and HRC) and stakeholders including local community, government departments, professional bodies, local and national government.

They will provide and receive highly complex, sensitive and commercially confidential information where the aim is to gain greater understanding and/or consensus.

At times, the work of the HRC and planned service developments will require compassionate, clear communication and relationship skills to ensure stakeholders receive the facts and journalists receive accurate briefings.

In addition, the post holder will be required to communicate and develop relationships with existing key stakeholders and establish new relationships within the wider community. This will establish a means of reciprocal feedback to ensure and demonstrate inclusive engagement practice and an organisation that listens.

At all times, the post holder will be expected to display empathy and reflect the values of the organisation.

ANALYTICAL/JUDGEMENTAL SKILLS

The post requires skills in collation and analysis of qualitative and quantitative data. This requires numeracy, literacy and critical / analytical thinking.

When providing strategic advice to the Board of Directors the post holder will be required to identify possible courses of action and recommend and be prepared to defend a position to the Board.

PLANNING/ORGANISATIONAL SKILLS

The post holder will plan, organise and implement complex marketing, public relations, engagement and involvement strategies and plans.

This may involve coordination of and contribution and participation from multiple agencies, services, stakeholders, patients and the public.

The strategies and plans will take into account the evaluation and effectiveness from previous activities.

Concentration developing marketing plans involving a broad range of complex activities, such as representing the Trust or HRC to external organisations and at events.

PATIENT/CLIENT CARE

The post holder is required to put the patient, as the first priority, at the centre of all activities.

The post holder will provide non-clinical information on a range of issues relating to marketing, engagement, involvement and membership to staff, patients, carers, stakeholders and the public.

The post holder might be required to undertake safeguarding, DBS checks and information governance training and will need to ensure that a patient's – or their family or carer's - consent to participate in any campaigns is appropriately gained and recorded.

POLICY/SERVICE DEVELOPMENT

The post holder is responsible for developing and implementing policies, strategies and plans relating to involvement, engagement and inclusive marketing and communication. They will be responsible for suggesting ways to continually improve marketing, communications, engagement and involvement work by responding to feedback and trialling new approaches.

The post holder will also advise colleagues across the Trust on best courses of action regarding marketing, communications, engagement and involvement, proposing policies or service developments which impact beyond their area.

They will act as a catalyst for change through reporting back on service delivery for candidates, clinical teams and third parties to improve marketing outcomes. They will monitor, evaluate and report on the performance of the service. The outcomes of all work led by the marketing manager should inform service development and improvement across the Trust.

FINANCIAL/PHYSICAL RESOURCES

The post holder will have responsibility for limited financial spend as part of a delegated budget subject to the approval of the budget holders in the HRC and the Comms team.

HUMAN RESOURCES

The post holder will:

- Work with the Head of Marketing to support team resilience and support between functions.
- Provide marketing, communications and engagement expertise for the wider team and other functions as required.
- Ensure that marketing, communications and engagement activity is delivered within available resources and supports the development of departmental Service and Financial Improvement projects.
- Provide support to other members of the team, to help them upskill to support the marketing approach (e.g. social media) but no responsibility for direct training.

INFORMATION RESOURCES

The post holder is responsible for accurate recording and storage of engagement and involvement activities, including patient interviews, focus groups and public meetings, and the relevant consent information that goes with these activities.

The post holder will be able to present key messages from interpretation of complex feedback using various software and media tools, in clear and accessible ways for different audiences (Board to patients). This will include monthly statistical reporting on social media and engagement metrics (no more than once a month).

RESEARCH AND DEVELOPMENT

The post holder will supervise and lead the regular marketing audits and questionnaires to support marketing programme objectives.

The surveys will be compliant with market research legislation and Trust research and audit guidelines.

In addition, they will ensure that the engagement and research activities inform the programme's objectives.

PHYSICAL SKILLS

The post holder will require the ability to move between locations – including visits to other organisations, exhibitions and events.

They will also require standard keyboard skills, and skills in photography and filming, with the ability to use multiple IT and media tools to present information in meaningful ways to various audiences, for example Canva, audio and visual editing suites.

PHYSICAL EFFORT

- Frequent use of computers and Microsoft Teams.
- Frequent periods of walking around site to visit wards and departments.
- Regular travel between sites as post works across the organization (although some remote working will be supported).
- Frequent requirement to carry documents to meetings due to cross-site working.
- The post holder may have to travel to Trust sites as required by their duties.
- To facilitate flexible working, the post holder will be required to carry a laptop computer (approx. 3kg).

MENTAL EFFORT

- Concentration and foresight required when considering the impact of an event on the Trust's reputation and ability to deliver services.
- The ability to join complex ideas and similar projects across the Trust and create central messaging and alignment to the Trust's strategic objectives.
- Frequent requirement to prioritise and reprioritise workload.
- Writing reports, checking documents, chairing meetings, etc.
- Able to work unsociable hours on occasion.

EMOTIONAL EFFORT

- Ability to communicate to a wide range of staff, including Communications and Engagement team, Strategy team, Programme teams, Executive Team, Directors and Clinical Leads, Governors and members, as well as public including members of the media and Trust stakeholders (Leagues of Friends, NHS and ICS partners, NHS commissioners, Social Care commissioners, patients, carers, charities etc). Also external stakeholders including the University of Exeter, the NIHR, the HIN and related HealthTech organisations.
- Ability to communicate using tact, diplomacy and empathy with staff, patients, media and partner organisations on a daily basis.
- Ability to form good working relationships.
- Ability to work within and promote corporate policies and priorities.
- The role is not directly patient facing, although the post holder may occasionally (once a month or more on average) be exposed to distressing or emotional circumstances relating to patient stories.
- The post holder will also occasionally be required to respond to difficult organisational situations, however they will be well supported should as required.

WORKING CONDITIONS

- Uses display screen equipment for substantial proportion of the day.
- Hybrid model with some remote working and some site-based working (2-3 days per week)
- Average office conditions when on site but frequent requirement to use transportation across Trust sites.
- The post holder may be subject to verbal aggression and potentially distressed people.

OTHER RESPONSIBILITIES

Take part in regular performance appraisal.

Undertake any training required in order to maintain competency including mandatory training, e.g. Manual Handling

Contribute to and work within a safe working environment

You are expected to comply with Trust Infection Control Policies and conduct him/herself at all times in such a manner as to minimise the risk of healthcare associated infection

As an employee of the Trust, it is a contractual duty that you abide by any relevant code of professional conduct and/or practice applicable to you. A breach of this requirement may result in action being taken against you (in accordance with the Trust's disciplinary policy) up to and including dismissal.

You must also take responsibility for your workplace health and wellbeing:

- When required, gain support from Occupational Health, Human Resources or other sources.
- Familiarise yourself with the health and wellbeing support available from policies and/or Occupational Health.
- Follow the Trust's health and wellbeing vision of healthy body, healthy mind, healthy you.
- Undertake a Display Screen Equipment assessment (DSE) if appropriate to role.

GENERAL

This is a description of the job as it is now. We periodically examine employees' job descriptions and update them to ensure that they reflect the job as it is then being performed, or to incorporate any changes being proposed. This procedure is conducted by the manager in consultation with the jobholder. You will, therefore, be expected to participate fully in such discussions. We aim to reach agreement on reasonable changes, but if agreement is not possible, we reserve the right to insist on changes to your job description after consultation with you.

Everyone within the Trust has a responsibility for, and is committed to, safeguarding and promoting the welfare of vulnerable adults, children and young people and for ensuring that they are protected from harm, ensuring that the Trusts Child Protection and Safeguarding Adult policies and procedures are promoted and adhered to by all members of staff.

At the Royal Devon, we are committed to reducing our carbon emissions and minimising the impact of healthcare on the environment, as outlined in our Green Plan available on our website. We actively promote sustainable practices and encourage colleagues to explore and implement greener ways of working within their roles.

PERSON SPECIFICATION

Job Title	Marcomms Manager HRC & Sustainability

Requirements	Essential	Desirable
QUALIFICATION/ SPECIAL TRAINING		
• Good standard of secondary education, particularly Maths and English	E	
• Honours degree in any field, or equivalent level		D
• Masters or equivalent level of experience	E	
• Qualifications and/or training in marketing (CIM), public relations (CIPR) and journalism	E	
KNOWLEDGE/SKILLS		
• Considerable knowledge of media liaison and journalism	E	
• Skills in effective verbal and written communication.	E	
• Excellent presentation skills and an ability to present complex concepts or facts clearly both verbally and in written materials.	E	
• Ability to understand complex situations and ask the right questions in order to understand underlying issues	E	
• Ability to establish and maintain good working relations with key stakeholders, patients, carers and members of the public	E	
• Ability to facilitate and chair meetings		D
• Ability to produce high-quality communications materials for internal/external audience	E	
• Capable of analysing or interpreting complex facts and deciding on a course of action in situations when there may be a range of expert conflicting opinions	E	
• Ability to work under pressure and to tight deadlines	E	
• Understanding of and experience in working to be compliant with the duty to involve and engage as part of the Health and Social Care Act 2012	E	
• Ability to work as a team and on an individual/autonomous basis. Ability to use initiative and to solve problems effectively and creatively.	E	
• Proficient IT/Keyboard skills, IT literate and numeracy	E	
• Ability to use a range of computer programs, software and databases	E	
EXPERIENCE		
• Significant marketing and communications experience, including some in a senior/leadership role	E	
• Experience of marketing or public relations agency work, such as senior account management including being part of the business development teams		D
• Excellent track record of delivering successful campaigns using creative approaches	E	
• Experience of line management		D
• Previous NHS/public sector experience		D
• Experience of managing public relations and involvement activities with a large number of stakeholders	E	
• Experience of planning and implementing complex communication and marketing plans involving multiple teams and stakeholders	E	
• Experience of organising events, workshops, focus groups, and other group-based feedback and information sharing engagement exercises	E	
PERSONAL ATTRIBUTES		
• Empathetic with an ability to handle difficult or emotional situations	E	
• Commitment to developing an approach that is informed by research	E	

• Self-motivated with the ability to work proactively and autonomously but also as part of a team.	E	
• Reliable with a willingness to work flexibly and occasionally out of hours	E	
• Confident in working with staff and stakeholders at all levels	E	
• Remains calm and focused under pressure	E	
• Reliability and flexibility, able to contribute to changing demands of the services.	E	
• Willing to undertake training relevant to the post.	E	
• Ability to work independently and within a team	E	
• Ability to demonstrate a diplomatic caring attitude whilst maintaining confidentiality.	E	
• The ability to manage and process a number of tasks at the same time, including frequent interruptions.	E	
OTHER REQUIREMENTS		
• The post holder must demonstrate a positive commitment to uphold diversity and equality policies approved by the Trust.	E	
• Ability to travel to other locations as required.	E	
• Behaves in line with the Trust's mission, objectives and values	E	
• Inspires others and leads by example		D
• Able to make rational decisions in the face of adversity		D
• Capacity to work with managers and others to develop a shared vision of services for patients and standards in delivery		D
• Commitment to implementation and strengthening of governance and good management practices		D
• Exemplary personal integrity and standards of conduct and behaviour		D
• Personal credibility, with the ability to quickly gain the confidence of others		D

WORKING CONDITIONS/HAZARDS		FREQUENCY (Rare/ Occasional/ Moderate/ Frequent) R	O	M	F
Hazards/ Risks requiring Immunisation Screening					
Laboratory specimens	N				
Contact with patients	N				
Exposure Prone Procedures	N				
Blood/body fluids	N				
Hazard/Risks requiring Respiratory Health Surveillance					
Solvents (e.g. toluene, xylene, white spirit, acetone, formaldehyde and ethyl acetate)	N				
Respiratory sensitisers (e.g isocyanates)	N				
Chlorine based cleaning solutions (e.g. Chlorclean, Actichlor, Tristel)	N				
Animals	N				
Cytotoxic drugs	N				
Risks requiring Other Health Surveillance					
Radiation (>6mSv)	N				
Laser (Class 3R, 3B, 4)	N				
Dusty environment (>4mg/m3)	N				
Noise (over 80dBA)	N				
Hand held vibration tools (=>2.5 m/s2)	N				
Other General Hazards/ Risks					
VDU use (> 1 hour daily)	Y				X
Heavy manual handling (>10kg)	N				
Driving	Y			X	
Food handling	N				
Night working	N				
Electrical work	N				
Physical Effort	N				
Mental Effort	Y				X
Emotional Effort	Y			X	
Working in isolation	Y				X
Challenging behaviour	Y	X			